



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

Karen Ross, Secretary

June 1, 2012

TO: DIRECT MARKETING AD HOC ADVISORY COMMITTEE

A meeting of the Direct Marketing Ad Hoc Advisory Committee has been scheduled. Enclosed is the agenda.

Date: Tuesday, June 12, 2012  
9:00 a.m. – 4:00 p.m.

Location: CA Department of Food and Agriculture  
2800 Gateway Oaks Drive, Room 267  
Sacramento, CA 95833  
(916) 900-5030

For airline ticket reservations or assistance with your travel arrangements, please contact Sarah Cardoni in the Sacramento Headquarters' Office at the number below.

Notification of committee meetings and their agendas can be found via the Internet at the following website address: <http://www.cdfa.ca.gov/is/meetings.html>

If you have any questions or have additional agenda items for discussion, please call me at the number listed below.

Sincerely,

Steve Patton  
Branch Chief

Enclosure(s)

cc: Ed Williams



**California Department of Food and Agriculture  
Direct Marketing Ad Hoc Advisory Committee Meeting**

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Sacramento, CA 95833**

**AGENDA**

- 1. Subcommittee Overview**
  - a. Certified Farmers' Market – John Silveira**
  - b. Community Supported Agriculture**
  - c. Farm stands – David Runsten**
  - d. Gardens – Justin Malan**
  - e. Food Banks – Don Gordon**
  - f. Access/Selling – CDFA**
  - g. Committee Feedback**
- 2. Next Steps**
- 3. Public Comments**
- 4. Next Meeting Agenda/Date**
- 5. Adjournment**

All meeting facilities are accessible to persons with disabilities. If you need reasonable accommodation as defined by the Americans with Disabilities Act, or if you have questions regarding the public meeting, please contact Steve Patton at (916) 900-5030. Requests for reasonable accommodation should be made no later than three (3) days before the meeting.

<http://www.cdfa.ca.gov/is/meetings.html>